RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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December 13, 1996

RJR Account #431520
MOHAWK

JANUARY CAMEL B2G2F / PROMOTION #700491

CAMEL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G2F sleeves (Item #520832) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	CAMEL Brand Style	#/ (6M) Cases B1G1F
12300-23789	*Filter Box*	2
12300-23790	*Light Box*	2

Product / Premium Arrival:	January 6, 1997
Ship Date to Retail:	Week of: January 13, 1997
SKU CUBE:	1.5400
SKU WT (w/o Product):	5.5000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$N/A
Non-EFT $ Amount:	$331.03

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Source: https://www.industrydocuments.ucsf.edu/docs/mjvn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162303

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/mjvn0000

WHOLESALER PACKING INSTRUCTIONS

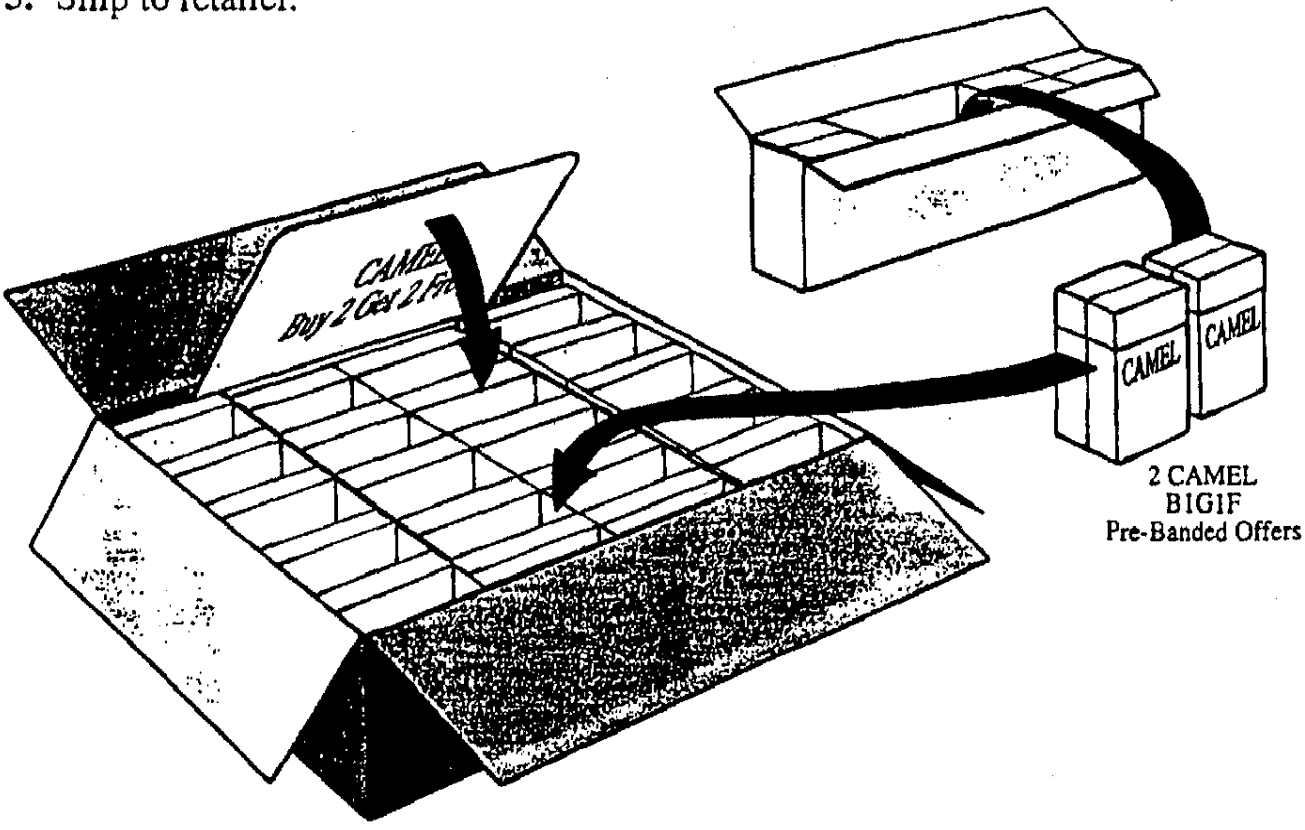
VALUE ADDED PROMOTIONS - 1ST QTR. '97

January / February CAMEL B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open CAMEL B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each CAMEL sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" CAMEL Offers.



2 CAMEL B1G1F Pre-Banded Offers

Item: # 520832
Description: CAMEL B2G2F Sleeve / POS Kit

Brand Style	FILTER BOX	LIGHT BOX				
Number of Cartons	4	4				

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WHOLESALER : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
TEMPLATE : 700491 70200 CAM JAN B2G2F
TEMPLATE SEQ : 0001
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1				(518)843-4808
162303	162234	671343	FUEL & FOOD	3006 RD 1 & RT. 3	GLOVERSVILLE	NY	12078	1				(518)661-6917
162303	162234	587878	KEVINS CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1				(518)762-1002
162303	162234	474987	BOBBY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	12177	1				(518)829-7007
162303	162322	177202	FAST FILL N SNACKS	72 GUY PARK AVE	AMSTERDAM	NY	12010	1				(518)842-4620
162303	162322	177172	MOHAWK DAIRY STORE	260 FOREST AVE	AMSTERDAM	NY	12010	1				(518)842-4940
162303		586053	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	1				(518)842-7050
162303		767846	PIC N TOTEM	165 W MAIN ST	AMSTERDAM	NY	12010	1				(518)842-7847

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 8

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 01/21/97

ACCOUNT NUMBER: 431520
VOUCHER NUMBER: 15340837
DATE WRITTEN: 01/21/97
STATUS: PAID
AMOUNT PAID: 28.00

MOHAWK CANDY & TOB
UPPER CHURCH STREET
R. D #5
AMSTERDAM , NY 12010
SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	1.00	28.00

EXPLANATION: JAN CAM B2G2F 700491 / 162303

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